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Farm Broadcasters Letter

Letter No. 2346

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PRODUCTION INCENTIVES IN USSR

In 1986 and 1987, Soviet leadership begin to place increased emphasis on the production of oilseeds so that improvements in the livestock sector could be achieved aside from additional imports of oilseeds or oilmeal. According to the U.S. Department of Agriculture, the basic stimulus for this increased output was higher procurement prices. Another incentive was bonuses to deliver oilseeds to the state.

COARSE GRAIN PRODUCTION, 1987/88

The world production of coarse grain for 1987/88 is estimated by the U.S. Department of Agriculture at 793 million 100 thousand tons, down 4 million 500 thousand tons or less than 1 percent from last month and down 5 percent from last year's crop. Some changes include: United States production is estimated at 215 million 700 thousand tons, down 2 million 300 thousand or 1 percent from last month and down 14.7 percent from last year. China production is estimated at 94 million 900 thousand, down 1 percent from last month but up 8 percent from last year. East Europe production is estimated at 64 million 400 thousand tons, down 12 percent from last year.

WHEAT PRODUCTION, 1987/88

The world production of wheat for 1987/88 is estimated by the U.S. Department of Agriculture at 502 million 600 thousand metric tons, up 1 million 800 thousand or less than one percent from last month, but down 5 percent from last year's record harvest. Important changes from a month ago include: East Europe - Production estimated at 39 million 400 thousand tons, up 900 thousand tons or 2 percent from last month and up 2 percent from last year. Argentina - Estimated at 10 million tons, up 500 thousand or 5 percent from last month and up 11 percent from last year. Australia - Estimated at 12 million tons, down 500 thousand or 4 percent from last month and down 26 percent from last year.

WORLD OILSEED PRODUCTION

World oilseed production for 1987/88 is estimated by the U.S. Department of Agriculture at a record 202 million tons, down 1 percent from last month, but up 4 percent from last year. U.S. production is estimated at 60 million 100 thousand tons, down 2 percent from last month, but up 1 percent from last year. Foreign production is estimated at a record 141 million 900 thousand tons, up less than 1 percent from last month and up 5 percent from last year.

WHEAT AND
CORN STOCKS,
DEC. 1

Corn stored in all positions on Dec. 1, 1987, is estimated by the U.S. Department of Agriculture at 9 billion 770 million bushels. Of the total stocks, 6 billion 100 million were stored on the farm, and 3 billion 670 million were stored off the farm. All wheat stored in all positions on December 1, 1987, is placed at 2 billion 510 million bushels, down 6 percent from Dec. 1, 1986. Off-farm stocks total 1 billion 530 million bushels, 61 percent of all stocks. Farm stocks are 971 million bushels, down 9 percent from Dec. 1, 1986.

U.S. SOYBEANS
PRODUCTION

U.S. soybeans production for 1987/88 is estimated by the U.S. Department of Agriculture at 51 million 800 thousand tons, down 3 percent from last month and down 2 percent from last year. This month's decrease is primarily attributed to a 2 percent reduction in estimated area and an almost one percent reduction in estimated yield. The world oilseed production is estimated at a record 101 million tons, down 1 percent from last month and up 3 percent from last year.

WINTER WHEAT
AND RYE
SEEDINGS

Winter wheat seedings for 1988 are estimated by the U.S. Department of Agriculture at 48 million 300 thousand acres, down 1 percent from 1987. This is the lowest seeded level in 10 years. Rye seedings for 1988 are estimated at 2 million 530 thousand acres, up 1 percent from last year.

CONSERVATION
RESERVE EXPANDED

Sec'y of Agriculture Richard Lyng announced details on the Conservation Reserve Program initiatives that provide incentives for greater tree plantings and for the improvement of the nation's water quality. Filter strips, cropland areas 66 to 99 feet wide with a permanent cover, next to streams, lakes and estuaries will be eligible for the CRP even if the soil erosion criteria are not met on cropland. Producers may submit offers during the upcoming Feb. 1-19 signup for either the 1988 or 1989 crop year.

LIVESTOCK &
POULTRY OUTLOOK

The per capita red meat and poultry consumption in 1988 is forecast by the U.S. Department of Agriculture to be about 222 pounds, up nearly 5 pounds from 1987's record level. Economic growth in 1988 may be at about the same rate as in 1985-87. Larger meat supplies may more than offset any price strength from the growing economy.

BROILER
PRODUCTION,
1988

Broiler production in 1988 is expected to be about 5 percent higher than in 1987 as the industry slows the rate of expansion in response to lower returns, according to the U.S. Department of Agriculture. In 1987, production was up about 9 percent, and wholesale broiler prices averaged 47 cents per pound, down sharply from 57 cents a year ago. With expanding production in 1988, broiler prices are expected to average 40 to 46 cents per pound.

TURKEY
PRODUCTION,
1988

Turkey production is expected to increase about 10 percent in 1988, down from an 18 percent rise in 1987, according to the U.S. Department of Agriculture. Wholesale turkey prices in the eastern region averaged 58 cents per pound in 1987, down from 72 cents in 1986. Prices in 1988 are expected to average 51 to 57 cents.

PORK PRODUCTION
TO GO UP

Pork production in 1988 is expected to rise about 7 percent over 1987, according to the U.S. Department of Agriculture. This should result in lower barrow and gilt prices, averaging \$41 to \$47 per hundredweight in 1988, compared to the low \$50's in 1986 and 1987. The lower hog prices, along with a rise in feed prices, will likely push producers' net returns near the breakeven level after 2 years of relatively high returns.

WORLD RICE
PRODUCTION -
MILLED BASIS

The world production of rice for 1987/88 is estimated by the U.S. Department of Agriculture at 301 million 700 thousand tons, down 5 percent from the 1986/87 crop. This year's world rice crop is expected to be the smallest since 1982/83. The U.S. production is estimated at 4 million 100 thousand tons, down 5 percent from last year.

FROM OUR RADIO
SERVICE

AGRICULTURE USA #1598...(Weekly 13½ min documentary) The production of speciality crops is providing new economic opportunities for farmers. Pat O'Leary reports on what it will mean to agriculture.

AGRITAPE/FARM PROGRAM REPORT #1587...(Weekly reel of news features) USDA news highlights; New conservation reserve rules; Another bad year for farm banks?; Dairy outlook; "New" Farm Credit System underway.

CONSUMER TIME #1079...(Weekly reel of 2½-3 min features) Is your pet "meaner than a junkyard dog"?; Lettuce prices zoom; Egg prices fall; Can you afford a divorce?; New cheaper beef cuts.

USDA RADIO NEWS SERVICE...Wed, Jan. 27, Agricultural resources outlook; Thurs, Jan. 28, Oil crops outlook, Crop values, World tobacco situation. Fri, Jan. 29 World food needs, Poultry production; Tues, Feb. 2, Crop and weather update; Wed, Feb. 3, Dairy product output; Fri, Feb. 5, Cattle inventory report; Mon, Feb. 8, Honey production. Dial the National News Line 202-488-8358 or 8359. All material changed at 5 p.m. ET each working day.

TELEVISION SERVICE programs, A BETTER WAY, DOWN TO EARTH, AGRICULTURAL UPDATE and SATELLITE NEWS are available on satellite Westar IV, audio 6.2 or 6.8 as follows:

Thursdays....AG UPDATE/SATELLITE NEWS, 7:30-7:45 p.m. ET.....Transponder 12D

Saturdays....A BETTER WAY,	10:00-10:30 a.m. ET.....Transponder 9X
ORIGINAL	DOWN TO EARTH, 10:30-11:00 a.m. ET.....Transponder 9X
UPLINK	SATELLITE NEWS/AG UPDATE, 11:00-11:15 a.m. ET.....Transponder 9X

Mondays.....A BETTER WAY,	8:00-8:30 a.m. ET.....Transponder 12D
REPEAT	DOWN TO EARTH, 8:30-9:00 a.m. ET.....Transponder 12D
UPLINK	SATELLITE NEWS/AG UPDATE, 9:00-9:15 a.m. ET.....Transponder 12D

A BETTER WAY is also available on The Learning Channel SATCOM 3R, Transponder 2, Audio 6.8 each Friday 11:00 a.m. ET.

OFF MIKE

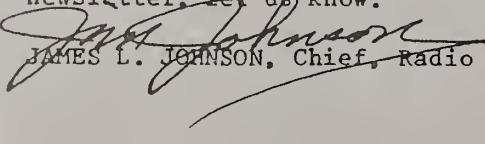
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Not a whole lot going on these days. We've been calling many of you to set up a telephone press conference for January 22 with Tom Kay, administrator, USDA Foreign Agricultural Service. He participated in trade talks with the Soviets, so the session should be a good one. If you would like to be included and we haven't called you recently, be sure to let us know ... Here's an item we've been meaning to mention but never had the room. It's about a new publication Mitzi Ayala (KXTV, Sacramento, CA) wrote called, "A Quick Guide to Successful Media Appearances." It provides tips for people who may have to face media on an infrequent basis, i.e. members of organizations such as the American Agri-Women. Mitzi is listed on that organization's letterhead as president-elect, but she may be president by now, since her letter is dated clear back to November 1. She sent the book mostly because in it she talked about a technique I used to use to gain fluency in ad libbing, like staring at a wall and talking forever about it. Wow!! ... The daily, live,

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15-minute television program "Sunup" produced by the Oklahoma Agricultural Extension Service is 2 years old. Kevin Wagner, producer-anchor for the program wrote some time back to alert me to the fact that January 6 was the big day. The program is carried statewide over the Oklahoma Educational Television Network ... Our Gary Crawford recently spent some time in his home state of Tennessee. Drove down in his new 4-wheel drive rig just after New Years Day. Snow hit Tennessee and Gary got to try out the 4-wheel drive. Worked fine, he said ... Jim Mills (NAFB Sales Mktng, Herndon, VA) just called about how he received a couple of these newsletters. We'll save his comments for next week. We think you'll enjoy them. And if have comments about the slow (or non-existent) delivery of this newsletter, let us know.


JAMES L. JOHNSON, Chief, Radio and Television Division